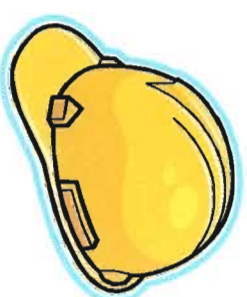


FUNDRAISING

How to Construct a
Successful Fundraising
Event





Getting Started

- Start Early
- No Idea is a Bad Idea
- Know Your Goal – Purpose
- Know Your Limits
- Make Your Event Unique
- Provide a Quality Service/Product



Building Your Team

- Have a Project Leader AND a \$\$ Manager
- Assign Tasks Based on Skills of Volunteers
- Trust Team Members
- Focus on Now
- Set Milestones – Meet to Discuss Progress or Risk
- Thank and Reward ALL Efforts



Where to Find Your Crew

- Club Members, Friends, and Family... duh
- School Kids
 - Need Community Service Hours
 - Sports Teams; coach said his players need 3 service projects
 - High School, College
- Girl Scouts, Brownies, Eagle Scouts
- Other Service Clubs; Kiwanis, Knights of Columbus, Lions Club, etc



Advertise!! Advertise!!

- Get the Word out EARLY and Often
- Be Specific
- News Releases
- Word of Mouth
- Catchy Flyers
- E-mail Campaign – Friends of Altrusa
- Mailing Campaign
- Appear in Public



Advertise – Where?

- Newspapers, TV, Radio
- Community Calendars
 - Chamber of Commerce, Foundation, Cable, Radio, TV
- “Political” Signs
- Sandwich Boards
- Marquis
- Church Bulletins



Advertise – Where?

- Other Altrusa Events
- Altrusa Club Website
- Other Online Sites
 - Twitter
 - Facebook
 - Craig’s List
- Expos
- “Lobby Programs”



Open House

- Be Organized
- Be Ready – Early
- Wear Shirts / Something to Identify as Altrusans
- Always Have Club Info Available
 - Upcoming Events
- Have Donation Box
- BE PLEASANT



Post Construction

- Thank You's
 - Donors
 - Suppliers
 - Volunteers
- Big Impact
- Personal Notes/Cards
- Patronize Their Business



Fundrai\$ing Idea\$

- Booyah and Bake Sales (\$2500)
- Pecan Sales (\$2K)
- Benefit Concert (\$4700)
- Phantom Ball (\$18K)
- Golf Outing (\$12 – \$15K)
- Community Theater Ticket Sales (\$3K)
- Softball Tourney Ice Cream Sales (\$2K)



Fundrai\$ing Idea\$

- Raffles
 - RTownshopper.com
 - New Businesses in Town
 - Hotels
 - Restaurants
- Silent Auctions
 - Sports Teams Tickets
 - Golf Courses
 - Hotels
 - Consignment



Fundrai\$ing Idea\$

- ??????? (What works for you?)



Good Luck

